

# Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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MAY 2016

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The  
Marketing  
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## Keeping Up

**KRISTIN MCMILLAN**  
**PRESIDENT & CEO**

# W

elcome to the marketing issue! In advance of next month's Business Expo (June 15, at Cashman Center – do you have your booth or tickets yet?), we want to provide you with the latest in marketing best practices, trends, and new media, as well as a “what not to do” from some of our members that live in the marketing and social media world every day.

The marketing industry changes at a maddening pace, making it almost impossible to keep up. Every time your search rankings are affected by a change in a search engine algorithm, every time the latest viral video hits your news feed, and every time you hear about the Next Big Thing in Marketing – whether it's a new publication, social media platform, content-sharing mechanism, video, etc. – it seems like you just fall more behind in staying relevant with the times and with your customers. But there's hope.

With all of the outlets available – websites, traditional publications, blogs, social media, video platforms, and more – it is unfeasible to do *everything*, and to do it well. This issue will present you with some of your options and explain a little about some of the new marketing tools available to your business, giving you the information

and next steps to endeavor into these channels and best practices. You know your business better than anyone, and creating that connection with your existing and potential customer base will depend on you taking that intrinsic knowledge of your business and determining what channels will translate well to it.

And don't forget, as a member of the Metro Chamber, you have plenty of marketing and promotional tools and resources available to you. Share your news with us so we can let the business community know what you're up to in Member News (on page 28) and on social media. Add videos, photos, your logo, and social media links to your profile page on LVChamber.com so people searching for products and services in your industry get a feel for your business. Consider exhibiting at Business Expo next month. With nearly 2,000 attendees and more than 150 other exhibitors, it is a great avenue to boost your brand, meet new customers, and see what's new in the Las Vegas market.

I look forward to seeing you at Business Expo and learning how you've put the marketing issue to work for your business.

"This issue will present you with some of your options and explain a little about some of the new marketing tools available to your business, giving you the information and next steps to endeavor into these channels and best practices."





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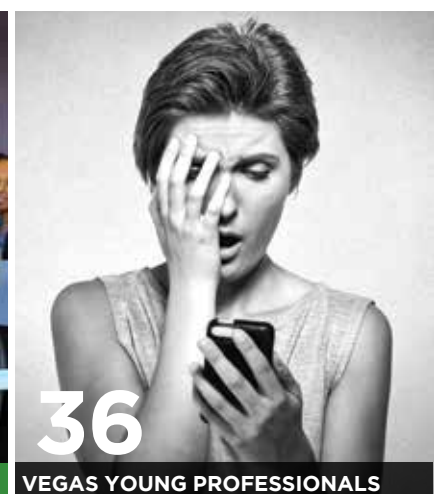
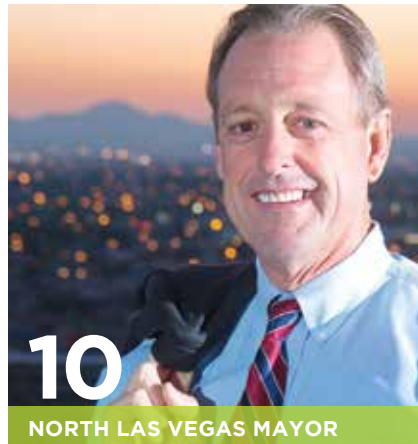
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# Chamber News



## U.S. Congresswoman Dina Titus Addresses Business Community at Eggs & Issues

Don't miss your opportunity to hear from U.S. Congresswoman Dina Titus (NV-1) during **Eggs & Issues on May 4**. Eggs & Issues is an information-packed, interactive series that gives business leaders insight on issues at the federal level. Congresswoman Titus currently serves on the U.S. House Committee on Transportation and Infrastructure, the U.S. House Committee on Veterans' Affairs and the Subcommittee on Disability Assistance and Memorial Affairs. She will make remarks about important legislation before Congress and participate in a Q & A session with the audience. President's Club members are invited to a meet & greet with Congresswoman Titus immediately following the breakfast. Eggs & Issues will be held Wednesday, May 4, at the Four Seasons Las Vegas, from 8:00 – 9:30 a.m. Tickets are \$40 for members, \$55 for non-members and \$400 for a table of ten. For more information, visit [LVChamber.com](http://LVChamber.com).

## Dental Program Helps Nevadans Save on Dental Services Nationwide!

Save on dental services at more than 169,000 dental practices nationwide! Through a special program in partnership with U.S. Dental Access, powered by Aetna and United Networks of America, the company that produces the Nevada Drug Card, you can save 15-50% on average per visit (actual costs and savings vary by provider) through participating dental providers and specialists. Please note an update to the enrollment process:

1. Visit [dentallogin.com](http://dentallogin.com).
2. Enter LVMCC under the name prompt, and the password: AETNANVRX
3. Print out a copy of the card or simply take a screen shot with your smart phone, and then present the card at a participating pharmacy or dental office. You can also look up a comprehensive list of providers on the website.

For questions on the program, contact 888.331.9711.

## Make the Most of Your Exhibitor Booth by Attending the Business Expo Workshop

Business Expo, the Metro Chamber's popular annual trade show and networking event, is Wednesday, June 15. During the event, businesses, community leaders, and entrepreneurs will converge to seek out new prospects and business opportunities, spotlight their brands, and gain valuable business insight. As an exhibitor, it is important to be prepared for Business Expo by attending a free exhibitor workshop on **Wednesday, May 18**. You will get more information on making the most of your exhibiting experience and learn about show day, set-up logistics, marketing tips, and venue details. For more information about Expo, including exhibiting and registering for the workshop, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.



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# News You Need



## Celebrate National Travel & Tourism Week!

National Travel and Tourism Week is May 1-7. This annual tradition celebrates the benefits of tourism to jobs and the U.S. economy. This year, the U.S. Travel Association wants to ensure that travel and its positive impact are part of the discussion amidst the 2016 election season. This year's theme is "Travel '16." The Las Vegas Convention and Visitors Authority is celebrating the week with several activities, including a Travel Rally Day at 3:30 p.m. on Tuesday, May 3, at the new Toshiba Plaza, located outside the T-Mobile Arena. Residents are encouraged to wear red on Tuesday, May 3, as well, to support the travel and tourism industry. For more information on getting involved with the week, visit [ustravel.org](http://ustravel.org) or [lvcva.com](http://lvcva.com).

## SBA Announces New Small Business Technology Coalition

Recognizing the central role technology plays in staying competitive in the global marketplace, the U.S. Small Business Administration announced the new Small Business Technology Coalition, committed to helping small businesses leverage technology as a driver of growth and overall effectiveness in the marketplace. Through digital education, training, and access to technology tools to start, scale, and compete in the global economy, the Coalition will assist small businesses nationwide in navigating new technologies such as content management and file sharing, cloud computing, legal solutions, online marketing, relationship management, operations support, and more. For more information, visit [sba.gov/techcoalition](http://sba.gov/techcoalition).

## #DreamSmallBiz for National Small Business Week

Small businesses create about two out of every three new jobs in the United States each year. As part of National Small Business Week, a nationwide recognition week from May 1 - 7, the U.S. Small Business Administration takes the opportunity to highlight the impact of outstanding entrepreneurs and small business owners. Every day, small business owners and entrepreneurs are working to create 21st century jobs, drive innovation, and increase America's global competitiveness. The theme this year is #DreamSmallBiz. For more information on National Small Business Week, visit [sba.gov](http://sba.gov), and stay tuned for a list of local activities during National Small Business Week.



# For Your Benefit

## Save Money and Cover Your Business with NEW Workers' Comp Program

The Metro Chamber recently introduced a new workers' compensation program to help members save money and stay covered.

The program is underwritten by First Choice Casualty Insurance Company, a locally operated company founded in Las Vegas. With excellent customer service, First Choice ensures that your workers' compensation insurance program is loss control-oriented, helps you comply with all state laws, is easy to understand, and offers highly competitive rates as compared to other carriers in the local market. It offers online bill payment access, claims information, safety planning, and loss control services. Administered by Chamber Insurance & Benefits, LLC, this program has attractive benefits for Metro Chamber members that qualify, **including a five percent discount on First Choice base rates for members.**

Also included in the program are loss control services, safety training, superior claims handling practices and locally handled personalized service. This new program invites a much broader scope of business classes who

can qualify. The Chamber Workers Compensation program is available to member groups with 2-500 employees.

First Choice focuses on the unique insurance needs of Nevada businesses, providing exceptional customer service and competitive rates. First Choice is a subsidiary of Nevada Mutual Insurance Company.

Please submit quote requests to Chamber Insurance & Benefits by visiting [ChamberIB.com](http://ChamberIB.com) or call 702.586.3889.



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### ENTERPRISE

# North Las Vegas

## ONE PERSON'S GROUNDBREAKING IS ANOTHER PERSON'S RIBBON CUTTING!

BY MAYOR JOHN LEE  
CITY OF NORTH LAS VEGAS

L

ast month, I had the opportunity to welcome government and business leaders to beautiful North Las Vegas for an exciting groundbreaking.

While those in attendance may have thought they were there for only a groundbreaking, they were also there for a ribbon cutting. We celebrated a groundbreaking for Faraday Future's state-of-the-art manufacturing plant, as well as a ribbon cutting to let the world know Apex Industrial Park is finally open for business!

I want to thank Governor Sandoval, the Governor's Office of Economic Development, and our legislature for their vision in putting together an innovative package allowing the State to bond for critical infrastructure and then requiring the businesses locating in Apex to repay the bonds.

Three years ago, I inherited a city with a revenue problem best solved by adding more businesses to the tax rolls. We set out a simple plan: go and find a business to build in Apex in order to induce the installation of the utility infrastructure needed to open all 18,000 vacant acres for new business.

Guided by data gathered by Brookings Mountain West, our City Council took bold steps to implement this audacious economic development plan and Faraday Future's decision to locate in Apex is the catalyst we needed to jump start the entire area for development.

We are a proud, hardworking, scrappy city determined to succeed. I believe our struggle to overcome and our fight to succeed will be an important chapter in the history of our Battle Born state.

A few weeks ago I sat down with scholars who flew to town to try and figure out how North Las Vegas was able to so quickly change direction and reverse its fortune. The answer is simple: our people!

We have an incredible team of determined, focused, and talented people turning our town around. Director Darren Adair's financial expertise and City Attorney Sandra Douglas-Morgan's counsel have been critical to our success, while Director Gina Gavan has worked to hold everything and everyone together. Assistant City Manager Ryann Juden provided the roadmap to make today a reality and Dr. Qiong X. Liu's tireless dedication and fearless leadership sealed the deal!

North Las Vegas is attracting incredible intelligence to our community. In March, Hyperloop Technologies started construction in Apex on their testing facility for innovative transportation platforms. On April 8, a genius, friend, and fellow North Las Vegas business owner Bob Bigelow successfully launched

LOOK  
NORTH



his cutting-edge space habitat into space.

The other day I was asked if our city's successes are making the job of being Mayor easier. I just grinned and said, "Can you believe a space habitat made in North Las Vegas was just connected to the International Space Station?" North Las Vegas is transforming into a global leader in emerging high-tech companies rewriting the traditional forms of transportation and forever changing the landscape of our region.

After more than a decade and half of people trying to bring development to Apex, that desert finally got its oasis! Faraday's groundbreaking is the ribbon cutting for the future of North Las Vegas.

# Ensuring Nevada's Pro- Economy Future

**W**

ith the Primary Election coming up on June 14, and a much-anticipated local and state general election in November, the Las Vegas Metro Chamber of Commerce has issued its candidate endorsements for the Legislature and Commission.

The endorsements, made by the Metro Chamber Government Affairs Committee, is supported by BizPAC, the Metro Chamber's bipartisan political action committee. It is funded by members, Metro Chamber staff, and individuals and provides the means for the committee and staff to issue meaningful endorsements to candidates who have demonstrated their dedication to the business community and pro-economy policies that will be paramount to moving Nevada forward in the global marketplace.

"As a member of the Las Vegas Metro Chamber, you welcome opportunities to help support your own business goals. That's why we strive to keep you aware of the Chamber's government affairs department. Negative legislation can hurt your ability to successfully run your business. Positive legislation can help you achieve your business goals," says Bob Compan, vice-chair of the BizPAC Committee and government and industry affairs manager for Farmers Insurance. "Your BizPAC contributions assist our government affairs committee with interviewing, vetting, and approving campaign contributions to candidates that best represent your business interests."

To make your BizPAC contribution, contact Maisie Rodolico at 702.586.3846 or [mrodolico@lvchamber.com](mailto:mrodolico@lvchamber.com). You can make a direct contribution at [LVchamber.com](http://LVchamber.com).

**STRENGTH  
IN NUMBERS**

## SUPPORTING THE 2016 ELECTION CYCLE

**"Your BizPAC contributions assist our government affairs committee with interviewing, vetting, and approving campaign contributions to candidates that best represent your business interests."**

*- Bob Compan,  
vice-chair of the BizPAC Committee  
and government and industry affairs  
manager for Farmers Insurance*

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# Your Scene | You're Seen

## Eggs & Issues with U.S. Congressman Joe Heck



During this insights-packed Eggs & Issues breakfast, U.S. Congressman Joe Heck addressed several federal issues impacting the Southern Nevada business community, including travel and tourism, health care, minimum wage, and the current political climate. After the breakfast at Green Valley Ranch Resort Casino & Spa, President's Club members joined Congressman Heck for a roundtable discussion.



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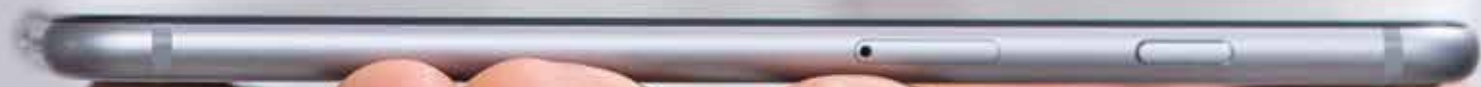
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**NOW  
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# The Marketing Issue

**Y**our targeted audience is getting savvier. It has never been easier to ignore messages, regard something as irrelevant so quickly, or become so adept at skimming. Customers' attention has never been at more of a premium.

It's no wonder, either. Taking into account TV, radio, Internet, street and transport signage, and traditional publications, common estimates range from 250 (on the conservative side) and 3,000 marketing messages received by the average consumer every day. The way people receive, process, and value information has changed, and so must the way businesses market their products and services.

The Metro Chamber asked some of its marketing-centric members where they are putting their marketing efforts – and dollars – and some of the trending ways to get brand information in front of audiences and meaningfully engage them along the way.

## DIGITAL ADVERTISING

**About 1.6 billion people use Facebook, and more than 900 million visit every day.**

For many small business owners that perform the marketing

role (and the accountant, chief customer service representative, human resources, and a myriad other roles, as well), digital advertising is a swarm of acronyms, research, and analytics. However, a major asset to incorporating a digital advertising campaign is flexibility, cost (compared with some traditional media buys), and the ability to target market. Digital advertising encompasses AdWords (those ads at the top and to the right of search results on Google); Facebook, YouTube, and other social media advertising; behavior-targeted ads on other websites; banner and visual ads on websites; and more. It is constantly changing, and new channels and methodologies are consistently added to program offerings.

A company may consider a digital campaign to target specific types of users, buying behaviors, or other demographics. It also gives the company greater flexibility with scheduling and budgeting – many digital advertising platforms enable the user to set a daily, weekly, or monthly budget and can automatically set the ads to become inactive once that spend is reached.

Business owners can almost immediately see how an ad is performing and adjust it to maximize their spend. They can then adjust campaigns in real-time and have access to a constant stream of

consumer data to help them rework, shift, or double down on messages and channels. While a set and solid time commitment to be able to meaningfully interpret data and implement recommendations is part of a good digital marketing campaign's success, setting into place a schedule for checking analytics, resetting campaigns, and adjusting spend can help mitigate feeling overwhelmed by it.

## A GOOD PLACE TO START:

Chances are, your business has a Facebook page. Try creating a modest Facebook advertising campaign (start at facebook.com/business). Access Google's AdWords module at Google.com/adwords to get started with quick tutorials, basic keyword research, and to set up a campaign.

## INTERACTIVE CONTENT

**According to the Content Marketing Institute, 70 percent of B2B marketers are creating more content than they did one year ago.**

Content marketing has been a buzzword for several years now, and with the proliferation of blogs, white papers, infographics, and video content, content marketing is shifting more towards

## The Digital Marketing Glossary

**A/B Testing** – Testing a new marketing technique (something as simple as a new subject line in an email newsletter) against a control to gain insight into the effectiveness of the new technique.

**AdWords** – Google's PPC advertising technology, which targets ads to specific searches. Ads appear above and to the right of organic search results.

**CTR** – Click-Through Rate, a metric that identifies the percentage of people who click on a link (can apply to an email, ad, or webpage).

**Geotargeting** – A method of target marketing that displays content depending on the physical location of the desired audience.

**Impression** – Someone who sees a piece of web content. Impressions do not constitute an action or conversion, such as a purchase or a click.

**Keyword** – A term or phrase entered into a search engine by a user. It is important for a business to associate with specific search keywords relevant to the audiences/customers they are seeking.

**Organic Traffic** – Website traffic generated to a website through a search engine, otherwise known as “free” traffic.

**PPC** – Pay Per Click, a model of internet marketing where advertisers pay a fee for each click of an online ad.

**Paid Traffic** – Website traffic generated when a company utilizes any type of paid advertisement that points users to a website.

**SEM** – Search Engine Marketing, a way a company can receive higher placement on search engines by bidding on particular keywords or groups of keywords.

**SEO** – Search Engine Optimization, or tailoring a website to move further up on the results page of a search engine. The higher a business ranks, the more likely a searcher is to visit that page.

interactivity. One-click surveys, games, calculators, user-contributed galleries and posts, and quizzes personalize the experience with the user, and help efficiently and quickly contextualize the potential value of a company. These tools also help create a dialogue between products or content and a user, and can provide instant demographics or feedback for a business. There is also an instant gratification for the user, if results are displayed upon submission, or the content contributed (and attributed to) the user is immediately displayed.

### A GOOD PLACE TO START:

Incorporate a poll or quiz of the week on your website and social media channels that will help determine a direction for your next email newsletter, social media contest, or customer appreciation initiative. Keep it relevant to your business, but consider incorporating something trending (*Game of Thrones*, anyone?) or a catchy title to pique customer (or potential customer) interest.

### FACE-TO-FACE NETWORKING EFFORTS

**85 percent of survey respondents say they build stronger, more meaningful business relationships during in-person business meetings and conferences.**  
*Source: Hubspot*

Not surprisingly, with the barrage of emails, web chat, text messaging, and non-personal communication channels, face-to-face meetings and genuine networking are also viewed as a highly valuable marketing channels. Associating people with a company, and creating loyalty

through these connections and the ability to interact more meaningfully, is why many companies choose to invest in opportunities to boost their brand through conferences, trade shows, and other more traditional networking avenues.

Having a strategy behind networking to ensure it is a good use of a company's staff time and resources is important to realize return on the investment – whether it is time or money. This includes setting goals prior to the event, such as who would be ideal to meet, reasonable expectations, and metrics for your success. During the event, arriving early and initiating the conversation with others can establish comfort and enterprise to others. Active listening – asking how to be of service to others, why they are attending, and what their business or service is about – also creates a memorable meeting, however brief it may be. Networking isn't just about getting someone to buy a product – it is about creating mutually beneficial business relationships. Finally, having a game plan to follow up after the event is crucial. A simple “thank you” or asking for a LinkedIn connection or a coffee meeting will help jumpstart budding professional relationships.

### A GOOD PLACE TO START:

Take a look at the Metro Chamber's events calendar at [LVChamber.com](http://LVChamber.com) (or page 20 of this issue) to see which events may be of value for you (or your staff) to attend. Consider exhibiting at Business Expo 2016 on Wednesday, June 15, at Cashman Center. With about 2,000 attendees and more than 150 exhibitors, it is a member-exclusive opportunity to get your products, services, and key staff members in front of the Las Vegas business community. Visit [LVChamber.com](http://LVChamber.com) for more information or to register for your booth.

## SOCIAL MEDIA ENGAGEMENT

**91 percent of retail brands use two or more social media channels.**

*Source: AdWeek*

As of fourth quarter 2015, Facebook had 1.59 billion monthly active users. Instagram hit 400 million users last year, and Twitter boasts 320 million monthly active users. With these types of staggering numbers, social media remains a powerful way to voice a company's brand, information, products, services, personality, and expertise. Social media advertising also surpassed \$23 billion in revenue last year (see the section on digital advertising above). So while many businesses have a presence on Facebook, Twitter, LinkedIn, YouTube, Instagram, and Pinterest to engage users with social media-exclusive offers, original content, interactive media, there are also other channels climbing in popularity, like Periscope and Snapchat.

Before setting up pages on several social media platforms and not having time to properly maintain or add content to them regularly, a company should consider how much time they would like to dedicate on a daily or weekly basis to social media engagement (not counting responses to immediate requests or service issues that can quickly become reputation management problems), then determine how many channels can effectively serve that time commitment. Conducting some base research on different social media channels available, the content a company posts most frequently (photos, blogs, special offers, polling, testimonials, etc.), and investigating where key competitors spend their time, as well as target audiences' preferred

channels, can help in determining the most effective platforms.

Social media isn't just another avenue of advertising. It reflects a two-way conversation, provides a forum for immediate feedback and customer service, and is a key way to create valuable and useful content for users, shareable photos and videos, fun contests and games, and information that educates and delights along the way. It sometimes helps to think of social media as a brand personality tool, rather than a promotional platform.

### A GOOD PLACE TO START:

Take a look at how some of the companies you admire (or not admire) treat their presence on social media. Think about what your audiences would find meaningful, useful, and relevant, and remember that blanket advertisements about you and your business will wane user interest quickly. Consider holding a contest for your current fans and followers to invite their networks to like or follow your business page to help build your social media audiences. And once you have them, keep engaging them by asking questions and requesting feedback, photos or videos of them using your product or service, as well as shareable offers and value-adds. Consider a tool like HootSuite to help you with your campaigns, regular posting, and engagement.

## PERSONALIZATION

**Only 12 percent of marketers say they create content with specific customers, targets, marketers, or industries in mind.**

*Source: CMOCouncil.org*

Forrester Research predicted that, "in 2016, leaders will understand and anticipate individual needs to deliver personalized experiences, sharply increasing their lead in the market." Marketing personalization has moved beyond including a person's first name in an email newsletter. With more big data available to tell companies more about their customers' buying behaviors, patterns, and demographics, consumers now expect companies to use that information to deliver relevant, meaningful information to them about their business.

Personalization also encompasses the entire life cycle of the customer. If a visitor entered their information into a web form to access an email newsletter or an article, it is not uncommon for the company to follow up with product suggestions, a quick survey on how useful the information or experience was, and begin the sales funnel immediately and consistently using information based on those specific behaviors.

### A GOOD PLACE TO START:

Take a look at your existing customer relationship management system, its capabilities, and how you can enhance your personalization efforts. Sending out a product or service-specific survey on their experience, segmenting your email list to specific offerings or demographics, and getting into the practice of gathering more information on your clients (even something as simple as their birthday or anniversary) and having a process for collecting, processing, and utilizing that data are simple ways to start.





## Las Vegas Metro Chamber Endorsed Candidates:

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he Las Vegas Metro Chamber of Commerce announced its endorsement of 44 candidates running for election to the Nevada

State Legislature and Clark County Commission. The Metro Chamber, the largest and broadest-based business organization in Nevada, is making its recommendations in advance of the Primary Election on June 14.

Endorsements are based on a candidate's voting record on the Chamber's priority bills (if incumbents), stated positions on policies important to businesses, understanding of issues impacting employers and the regional economy, as well as the willingness to work with the Metro Chamber on a variety of issues.

Candidate endorsements are decided by the organization's Government Affairs Committee, comprised of 25 members representing a vast array of businesses, including small businesses, from several different industries. Government Affairs Committee members interviewed nearly 60 candidates for more than 30 hours over four days, discussing policy positions and priorities, knowledge of business issues and vision for the region and state. Recommendations were made to the full Government Affairs Committee and voted on at its April meeting.

"Our members are counting on the Metro Chamber to take a thorough look at the candidates running for office and recommend those who truly understand issues that impact businesses and will stand up for

our state's employers and small businesses," says Hugh Anderson, chairman of the Government Affairs Committee. "As the leading business organization in Nevada, the Las Vegas Metro Chamber takes its endorsement responsibility very seriously, and we are proud to recommend this slate of candidates to our members and the community."

The Metro Chamber will announce its endorsements for Board of Regents, State Board of Education and Clark County Board of School Trustees in May. In addition, endorsements for SD 1, SD 5, SD 13, AD 9, and AD 41 are pending.



## NEVADA STATE ASSEMBLY

AD 1	<b>Daniele Monroe-Moreno</b>	Democrat
AD 2	<b>John Hambrick</b>	Republican
AD 3	<b>Nelson Araujo</b>	Democrat
AD 4	<b>Kenneth Rezendes</b>	Republican
AD 5	<b>Artemus "Art" Hamm</b>	Republican
AD 6	<b>William McCurdy II</b>	Democrat
AD 7	<b>Dina Neal</b>	Democrat
AD 8	<b>Jason Frierson</b>	Democrat
AD 10	<b>Chris Brooks</b>	Democrat
AD 11	<b>Olivia Diaz</b>	Democrat
AD 13	<b>Paul Anderson</b>	Republican
AD 14	<b>Maggie Carlton</b>	Democrat
AD 15	<b>Elliot Anderson</b>	Democrat
AD 16	<b>Heidi Swank</b>	Democrat
AD 17	<b>Tyrone Thompson</b>	Democrat
AD 18	<b>Richard Carrillo</b>	Democrat
AD 19	<b>Chris Edwards</b>	Republican
AD 20	<b>Ellen Spiegel</b>	Democrat
AD 21	<b>Derek Armstrong</b>	Republican
AD 22	<b>Keith Pickard</b>	Republican
AD 23	<b>Melissa Woodbury</b>	Republican
AD 24	<b>Amber Joiner</b>	Democrat
AD 25	<b>Jill Tolles</b>	Republican
AD 26	<b>Jason Guinasso</b>	Republican

AD 27	<b>Teresa Benitez-Thompson</b>	Democrat
AD 28	<b>Edgar Flores</b>	Democrat
AD 29	<b>Stephen Silberkraus</b>	Republican
AD 30	<b>Michael Sprinkle</b>	Democrat
AD 34	<b>Zach Conine</b>	Democrat
AD 35	<b>Tiffany Jones</b>	Republican
AD 36	<b>James Oscarson</b>	Republican
AD 37	<b>Glenn Trowbridge</b>	Republican
AD 42	<b>Irene Bustamante Adams</b>	Democrat

## NEVADA STATE SENATE

SD 4	<b>Kelvin Atkinson</b>	Democrat
SD 6	<b>Erv Nelson</b>	Republican
SD 7	<b>David Parks</b>	Democrat
SD 11	<b>Aaron Ford</b>	Democrat
SD 15	<b>Heidi Gansert</b>	Republican
SD 18	<b>Scott Hammond</b>	Republican
SD 19	<b>Pete Goicoechea</b>	Republican

## CLARK COUNTY COMMISSION

CC A	<b>Steve Sisolak</b>	Democrat
CC B	<b>Marilyn Kirkpatrick</b>	Democrat
CC C	<b>Larry Brown</b>	Democrat
CC D	<b>Lawrence Weekly</b>	Democrat

# What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **MAY**.

## CHAMBER UNIVERSITY

### FRIDAY, MAY 6

Take Advantage: Having a Competitive Edge in Business

### FRIDAY, MAY 13

Speed It Up: Quick Tips for When Business is Slow

### FRIDAY, MAY 20

How To Maximize Your Tradeshow Experience

## How to Register:

Visit [LVChamber.com](http://LVChamber.com) and  
click on the Events Calendar.

Call 702.641.5822.

3

### TUESDAY, MAY 3

#### CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. – 12:45 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

\$54 every six months. Guests always complimentary.

3

### TUESDAY, MAY 3

#### CHAMBER CONNECTIONS

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. This is a place for professionals to grow their network and their businesses by sharing contacts, referrals and ideas.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact [chamberconnections@lvchamber.com](mailto:chamberconnections@lvchamber.com) or call 702.641.5822 for space availability and cost.

### May Sponsors:

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DEPOT**

**NV Energy**

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**SUNRISE HEALTH**  
SUNRISE | MOUNTAINVIEW  
SOUTHERN HILLS | SUNRISE CHILDREN'S

**Touro University  
Nevada**

**Chamber  
Insurance  
& Benefits**

**THE PORTER GROUP**  
BUSINESS AND GOVERNMENT SOLUTIONS

**COX**

**58 ACTION  
NEWS**

**UnitedHealthcare**

**seven**

**LAS  
Vegas**  
CONVENTION AND  
VISITORS AUTHORITY

**Southwest**

**FENNEMORE CRAIG  
ATTORNEYS**

**BOYD  
GAMING**

4

### WEDNESDAY, MAY 4

#### EGGS & ISSUES FEATURING U.S. CONGRESSWOMAN DINA TITUS

U.S. Congresswoman Dina Titus, representing Nevada's First District, will be the featured speaker at Eggs & Issues. Congresswoman Titus currently serves on the U.S. House Committee on Transportation and Infrastructure, the U.S. House Committee on Veterans' Affairs and the Subcommittee on Disability Assistance and Memorial Affairs. She will make remarks about important legislation before Congress and participate in a Q & A session with the audience.

8:00 – 8:30 a.m. Registration & Networking

8:30 – 9:30 a.m. Program

Four Seasons Hotel Las Vegas

3960 Las Vegas Blvd S.

\$40 Members

\$55 Non-members

\$400 for a table of ten

Sponsors: Allegiant Travel, CenturyLink, NV Energy, Southwest Gas, Sunrise Health System, Touro University and Porter Group.

5

### THURSDAY, MAY 5

#### SOUTHERN NEVADA FORUM

Please join the Las Vegas Metro Chamber, along with Southern Nevada legislators, local government officials, business leaders and other community stakeholders as they gather to identify and determine regional priorities for the 2017 legislative session.

8:30 – 9:00 a.m. Check-in

9:00 – 10:30 a.m. Forum

University of Nevada, Las Vegas - Stan Fulton Bldg.

4505 S Maryland Pkwy.

(Corner of E. Flamingo & Swenson Rd.)

Complimentary.

Sponsor: Fennemore Craig



## 00 - CHAMBER EVENT

## 00 - VYP EVENT

- 9 MONDAY, MAY 9**  
**VEGAS YOUNG PROFESSIONALS TOASTMASTERS**  
The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.  
**6:30 – 8:00 p.m.**  
Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100  
Complimentary for guests  
\$60 to join, \$36 every six months.  
Presenting Sponsors: Cox Communications and UnitedHealthcare
- 10 TUESDAY, MAY 10**  
**PRESIDENT'S CLUB & BIZPAC RECEPTION**  
Join fellow President's Club members for an evening of high-level relationship building at Ethel M's famous chocolate factory and cactus garden. There will be a featured chocolate tasting demonstration with one of Ethel M's chocolatiers in its all-new tasting room experience, as well as cocktails, appetizers, and opportunities to grow your circles of influence.  
**6:00 – 8:00 p.m.**  
Ethel M Chocolate Factory & Cactus Garden  
2 Cactus Garden Dr.  
Henderson, NV 89014  
Complimentary and exclusive to President's Club members.
- 12 THURSDAY, MAY 12**  
**LEADERSHIP LAS VEGAS RECRUITMENT MIXER**  
Leadership Las Vegas Alumni, Class of 2016, and potential candidates for the Class of 2017 are invited to attend a recruitment mixer to find out more about the premier executive development program in Nevada.  
**5:00 – 7:00 p.m.**  
Vdara Hotel & Spa  
2600 W. Harmon Ave.  
Complimentary
- 17 TUESDAY, MAY 17**  
**CHAMBER VOICES TOASTMASTERS**  
See May 3
- 17 TUESDAY, MAY 17**  
**CHAMBER CONNECTIONS**  
See May 3
- 18 WEDNESDAY, MAY 18**  
**BUSINESS EXPO 2015 EXHIBITOR WORKSHOP**  
First time exhibitor? Want to get more information on making the most of your exhibiting experience at Business Expo? Or, are you interested in exhibiting at Business Expo but would like to get additional information on the show? At the workshop, you will learn more about show day and set-up logistics, exhibiting and marketing tips, social media suggestions, best practices from previous exhibitors, important venue information and valuable information from the show partner. This is also a great opportunity to network with fellow exhibitors.  
**2:30 – 3:00 p.m. Registration & Networking**  
**3:00 – 3:30 p.m. Food & Beverage Exhibitors**  
**3:30 – 4:30 p.m. All Exhibitors**  
**4:30 – 5:30 p.m. Networking**  
Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100  
Complimentary for Business Expo exhibitors
- 19 THURSDAY, MAY 19**  
**VEGAS YOUNG PROFESSIONALS FUSION MIXER**  
Take in amazing Strip views from The Linq, and sip on one of many cocktails featuring Chayo's extensive tequila selection as you build your business and your brand.  
**6:00 – 8:00 p.m.**  
Chayo Mexican Kitchen & Tequila Bar  
3545 Las Vegas Blvd.  
Presenting Sponsors: Cox Communications, UnitedHealthcare, Media Sponsor: VegasSeven Magazine  
Event Partner: UNLV
- 23 MONDAY, MAY 23**  
**VEGAS YOUNG PROFESSIONALS TOASTMASTERS**  
See May 9
- 25 WEDNESDAY, MAY 25**  
**NEW MEMBER BREAKFAST**  
Each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.  
**7:30 – 8:00 a.m. Registration & Networking**  
**8:00 – 9:30 a.m. Program**  
Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100  
Sponsor: Chamber Insurance & Benefits  
Complimentary.
- 25 WEDNESDAY, MAY 25**  
**CUSTOMER SERVICE EXCELLENCE EVENT**  
Join the Metro Chamber and the LVCVA for an evening celebrating great customer service at the ballpark! Special recognition will go to those front line employees who go above and beyond to provide great customer care.  
**6:00 – 6:30 p.m. Registration & Networking**  
**6:30 – 8:00 p.m. Program/baseball game**  
Cashman Center – 51's Baseball Field  
850 Las Vegas Blvd. North  
Complimentary for nominees and one (1) guest.  
Platinum Sponsors: Boyd Gaming, Cox, Southwest Airlines  
Gold Sponsors: Office Depot, Southwest Gas, Sunrise Hospital & Medical Center  
Media Partner: KTNV Channel 13  
Program Partner: Las Vegas Convention and Visitors Authority
- 26 THURSDAY, MAY 26**  
**VYP BIGWIG LUNCH TIME WITH BEVERLY JACKSON**  
Get insights and information from one of Las Vegas' most influential figures in the social media world, Beverly Jackson, VP of social media and content strategy for MGM Resorts International.  
**11:30 – Noon Registration and Lunch**  
**Noon – 1:00 p.m. Program**  
Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100  
Pre-registered guests: \$15, At the door: \$20  
Presenting Sponsors: Cox Communications and UnitedHealthcare
- 26 THURSDAY, MAY 26**  
**LEADERSHIP ADVANCE RECRUITMENT MIXER**  
Learn more about the Leadership Advance program and how it can enhance your career and develop your leadership skills.  
**5:30 – 7:30 p.m.**  
Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100  
Complimentary

# In The Know

## #EpicFail: Social Media Faux Pas for Businesses to Avoid

Y

our company is on social media. You have someone (possibly yourself) dedicating a few hours each week to keeping up your presence, and you want to make sure you're maximizing your time and resources. Be sure your social media presence isn't going stale by staying away from these business social media faux pas:

- **Too many channels, too little time.** If you only have a few minutes each day to dedicate to social media, don't try and be active on five or six social media platforms. Choose one or two that best speak to your audiences, your business, and what your goals are. For example, if your business relies a lot on visual presentations (i.e. a clothing store, furniture, etc.) you may want to consider Instagram and Pinterest as effective channels. It behooves no one for you to be on multiple channels but not able to give them adequate time or attention.
- **Not being responsive.** When one of your social media followers reaches out, it is best treated as a customer service call. Respond quickly, thoughtfully, and personally. Not only will it help to rectify a potentially negative situation, it shows that your company's social media presence is conversational and not simply utilizing social media as a self-promotional platform.
- **Using the exact same message on different channels.** Don't use the same message on multiple platforms. Using the same content on multiple channels will bore your users (who are more than likely on multiple platforms, as well). Use short form messages for Twitter, and more conversational posts for Facebook, for example.
- **The "all about me" mentality.** Social media is a two-way conversation, and can be a highly effective way of putting context around your business, its people, and how its products and services can benefit the customer. When you use a lot of "me" language (i.e. "Check out my new blog post," or, "Here's my product/service") you alienate the conversational abilities of social media, and your messaging will get tired very quickly. Share content that is useful or appealing to your audience, and contextualize how it involves your business.
- **Not measuring success.** Much like other marketing campaigns, you want to make sure the staff time and financial expense are providing a return on your investment. Tracking likes, shares, retweets, and website traffic generated from social media can be a major indicator of your efforts and let you know what's working and what's not. An easy place to get started is Google Analytics.
- **Not having a consistent content strategy.** Post frequently, but not so frequently that your posts clog your followers' feeds. On the other hand, optics are awful when someone visits your profile page and sees that you haven't posted in a month. Creating a consistent calendar of content, and mixing in some fun, some educational, and some promotional posts helps keep your content fresh, unexpected, and something your followers rely on for education, entertainment, or expertise.



The Metro Chamber wants to keep up with you on social media! Be sure to follow us on Twitter @lvchamber, on Facebook at Facebook.com/lvchamber, and on Instagram, @lvmetrochamber. We can't wait to start the conversation with you!

# Map your future today



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# President's Club

## **(B) Gordon Digby**

### **General Manager/COO - Las Vegas Country Club**

Gordon Digby is the general manager/chief operating officer of Las Vegas Country Club. At the historic Las Vegas Country Club, he is in charge of all aspects of the \$9 million dollar operation and its 200+ employees. Digby is a member of both the PGA of America and the Club Managers Association of America, and holds a B.A. from McDaniel College and M.A. from Webster University.

## **(A) Eric Lloyd**

### **Chief Operating Officer - Amerigroup Community Care**

In his position, Eric Lloyd is responsible for all aspects of the company's health plan operations in the state. Joining Amerigroup in 2008, Lloyd also held positions of vice president, government markets and transition officer before becoming chief operating officer. With more than 20 years' experience in the healthcare field, Lloyd also held leadership positions with several insurers, including InterValley Health Plan in California, and national plans Humana and PacifiCare Health Systems, now UnitedHealthcare. His expertise includes business development, sales, new program start-up, operations, and network development.



## **(D) Karla Perez**

### **Regional Vice President - Valley Health System**

Karla Perez serves as the regional vice president of Universal Health Services. In her current role, Perez provides oversight to the operations of Spring Valley, Summerlin, Desert Springs, Valley, and Centennial Hills Hospital Medical Centers in Las Vegas, and Northern Nevada Medical Center in Sparks, Nevada. Perez has worked in the Las Vegas community for more than 30 years. She is a member of the Board of Trustees for the Las Vegas Metro Chamber of Commerce.

## **(C) Jim Andres**

### **Executive Search Manager - Manpower Inc. of Southern Nevada**

A Nevada resident for more than 32 years, Jim Andres has decades of experience in staffing and recruitment. After successfully managing businesses in Canada, New Zealand, Australia, and the United States, Andres switched his career focus to executive and IT recruitment in Las Vegas in 1999. During his tenure with Manpower, he has held a variety of positions across the business in staffing, operations, sales, and management. He now leads Manpower's executive search practice in Las Vegas, with a primary focus on nonprofit and community-based client organizations.

# Spotlights

## **(E) Scott FitzGerald**

### **Senior Project Manager - Whiting-Turner Contracting Company**

Scott FitzGerald manages large-scale construction projects in the Las Vegas area and in major markets across the U.S. He has been instrumental in changing the downtown landscape by overseeing the development of several world-renowned landmarks. As a result of FitzGerald's efforts on behalf of Whiting-Turner, the Symphony Park/ downtown development is now home to The Smith Center for the Performing Arts, Cleveland Clinic Lou Ruvo Center for Brain Health, and the World Market Center. In his current leadership role, FitzGerald guides a team of more than 70 employees.



## **(F) Victor Fuchs**

### **President - Helix Electric**

Victor Fuchs began his electrical contracting career at Helix Electric in 1984, and in 2001 acquired ownership of the Las Vegas division. His community involvement includes Los Vaqueros (a charitable organization), Opportunity Village, Communities in Schools (doing food drives and toy drives), Street Teens, Links for Life, Habitat for Humanity, Candlelighters, and YMCA as well as numerous youth teams, 4H clubs, and many other charitable organizations.

## **(G) Todd Brown**

### **Vice President, General Manager - Fox 5 KVVU TV**

Todd Brown is the vice president and general manager of Fox 5 in Las Vegas. He is responsible for overseeing the Las Vegas station operations, including news and entertainment programming, as well as the market leader in revenue generation. For 28 years, Brown successfully created, consulted, and managed marketing campaigns for clients through numerous radio, television, and advertising agencies. Brown began his sales and marketing career in Chicago before moving to Fresno, CA as an account executive.



## **(H) Thomas Husted**

### **Chief Executive Officer - Valley Electric Association, Inc.**

Thomas Husted, CEO of Valley Electric Association, Inc., has led the rural utility business through remarkable growth and progress. He has more than 30 years of experience in the utility industry across the Western U.S., including more than 20 years as a CEO. Husted has initiated change and fostered development in the areas of management, power systems development, operations, marketing, and communications. He currently serves as a member of the Nevada New Energy Industry Task Force.

# Member to Member

## Raise Marketing Potential With Website Content That Has Panache

By Robin Way Muolo, Teknika Connexions, LLC – [TeknikaConnexions.com](http://TeknikaConnexions.com)

Q

uality website content demonstrates its merit the instant a customer purchases an item from the site rather than just

being a visitor. A good criterion for content writing is its relevance to visitors. This relevance depends on how valuable the reader considers the information to be to their search. Users find it beneficial when sites offer pertinent information right up front, as digging for information gets tedious and time-consuming.

Researchers have found that the average time a visitor will peruse a website ranges between five to twenty seconds. This reduces the likelihoods that average written content will make an impression on a new client. Searchability of the site's content begins with precise keywords that match the product line. In the skimming process, visitors will know whether to stay on the site or venture on to the next.

### CULTIVATE WEBSITE CONTENT THAT WORKS

The goal of any visitor to a site is to quickly locate the subject matter in clear, organized language. Avoid raising a visitor's frustration level by exhausting their efforts with unnecessary verbiage. Five seconds goes faster than you think – and the back arrow is always waiting. Particular facts and data pertinent to the website need to be immediately available. To assist in simplifying

this pursuit for information, each paragraph should introduce only one topic. Along with remaining on topic, write short sentences with no more than twelve words. Each paragraph should contain only four sentences to avoid losing the reader's attention.

### RECOGNIZE THE REASONS FOR WRITING WEB CONTENT

Before sitting down to write content, just answer these questions:

- Who is the target audience?
- Why will they be reading the website content?
- What can you accomplish with this content?
- When will this content be developed and how?
- Where will the content be published?

Defining the target audience may slim down the chances for a wider range of visitors. However, more detailed content will steer a consistent following to the company's site. By identifying and utilizing specific keywords, clients requiring these services will return to the site. Dynamic web content attracts clients, which is the primary goal.

### BOOST BRAND AWARENESS

Remain genuine and constant to the brand. What is a brand? What does branding mean? It is the practice of developing a tone that reflects the quality and attributes

of products or services. The verbiage used will emanate the personality of the company and qualities of the product. Constant optimistic messages leave a favorable impression with the client. Uniformed use of keywords and metadata assists new customers to find the web pages with search engine optimization. Along with pinpointing strategic words to catch the attention of search engines, to link a few of these words to other pages of the site will make the website user-friendly.

### ADD CHARACTER TO THE INTERNET SITE WITH BLOGS OR ARTICLES

Blogging and writing articles on an additional web page can add that personal touch to the website. Blogs usually are informal thoughts about any subject. It can be serious or light-hearted, but remember the company's branding. Serious professional articles assist in educating or informing clients on the product's essentials. Linking words or phrases back to the main website is advantageous. Adding content containing additional information is never wasted as it improves opportunities to increase visibility.





# MEET THE CANDIDATES



Just in time for the 2016 election season, this summer's Business First event will give attendees the opportunity to meet the men and women running for office. "Meet the Candidates" will connect business leaders and election hopefuls in a face to face setting allowing attendees to ask questions directly of the candidates. Sponsored by Fennemore Craig and Wells Fargo, the Business First series brings leaders together to address topics decision-makers find vital to running their companies.

An overview will appear in the August issue of *Nevada Business Magazine*, but in order to have your questions answered directly from the candidates themselves, you'll need to attend.

**Don't miss this opportunity, reserve your seat today.**

## SAVE THE DATE!

**WEDNESDAY,  
JULY 13<sup>TH</sup>**

**FENNEMORE CRAIG**  
ATTORNEYS



**Nevada  
Business**  
THE DECISION MAKER'S magazine

**SEATS ARE LIMITED.**

**WWW.NEVADABUSINESS.COM/BREAKFAST** OR CALL 702.267.6340

# Member News

RED - PRESIDENT'S CLUB MEMBER



## Wheeling and Dealing

**Commercial Executives Real Estate Services** represented RDM Investments in the lease of office space located at 1925 Village Center Circle, Suite 120. The transaction is valued at \$176,715.

**HATech** is bringing the DevOps Transformation Process to organizations, which involves breaking down barriers between product, development, and operations teams.

**Skinvisible Pharmaceuticals** has officially expanded its product line to include Kintari's long-lasting hand and body lotion. It is formulated with five moisturizers including aloe, shea butter, glycerin, coconut oil, and jojoba oil. For more information, visit [kintari.com](http://kintari.com).

## Announcements

**City National Bank** promoted two veteran bankers to key positions in Nevada. Scott Aney has been named senior vice president and regional manager of City National's commercial banking services, and Paul Stowell has been named chief market strategist.

Dr. Brendan Johnson with **Nevada Oral and Facial Surgery** has been appointed by Governor Brian Sandoval to the Nevada State Board of Dental Examiners. Dr. Johnson will serve as the oral and maxillofacial surgeon on the board.

**United Networks of America** introduced a new dental access card through Aetna for all Nevadans, with available savings up to 50 percent. For more information, contact 888.331.9711.

Booth space is now available for **Las Vegas' Largest Mixer** on Tuesday, September 20, at Texas Station Gambling Hall & Hotel. For exhibiting and event information, call 702.769.7799 or visit [lasvegasmixer.com](http://lasvegasmixer.com).

## Community Service

**Fremont Street Experience** raised \$15,742 for March's SlotZilla Charity Challenge. All proceeds from the lower zipline and the upper zoomline went to The Animal Foundation.

## Congratulations

**Martin Harris Construction** was awarded the Sustainable Building Award during NAIOP of Southern Nevada's Spotlight Awards for the expansion of **Konami Gaming**.

**Millennium Staffing Solutions** will be awarded as Woman Owned Business of the Year during the 2016 SBA Nevada Small Business Awards on May 4, co-hosted by **Vegas PBS**.

Las Vegas-based public relations and online content marketing agency **Vox Solid Communications** celebrated its fifth anniversary.

Andy Moore, shareholder at **Brownstein Hyatt Farber Schreck**, was named as one of **VegasInc's** 40 under 40 in Las Vegas.

**MountainView Hospital** received accreditation for its General Surgery Residency Program from the Accreditation Council for Graduate Medical Education.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

## Upcoming Events

**American Cancer Society** will host its annual Relay for Life of Las Vegas event on Sunday, May 1, at Symphony Park, located at **The Smith Center for the Performing Arts**. The free, community-wide event will include entertainment, food and plenty of activities. All proceeds raised during the event will go towards American Cancer Society's mission to create a world with less cancer and more birthdays. For more information, [relay.acsevents.org](http://relay.acsevents.org).

**Fremont Street Experience** will host the 21st Annual **Susan G. Komen Las Vegas Race for the Cure** on Saturday, May 7, starting at the intersection of Las Vegas Boulevard and Clark. The race will finish at Fremont East and 6th Street. All of the revenue from those who fly on SlotZilla after the race will benefit the organization. For more information, visit [vegasexperience.com](http://vegasexperience.com).

**University of Nevada Cooperative Extension** is holding the 25th Anniversary Chefs for Kids Dinner and auction on Saturday, May 7, at the **South Point Hotel & Casino**. The event will honor Clark County Commissioner Marilyn Kirkpatrick and Anderson Dairy for their ongoing support of the Chefs for Kids program. For more information, visit [chefsforkids.org](http://chefsforkids.org).

**Nathan Adelson Hospice** will hold its annual Flair for Care fashion show on Friday, May 13, in partnership with Saks Fifth Avenue. The event will feature the fall collection of international designer Etro and will be held at **Wynn Las Vegas**. The fashion show serves as a major fundraiser for the hospice's uncompensated care program. For more information, visit [nah.org](http://nah.org).

**Town Square Las Vegas** will host a New Vista Wine Walk Experience Saturday, May 21, from 7:00 – 10:00 p.m. Event highlights include live music, entertainment, food, shopping options, custom wine glass, and event passport. For more information, visit [winewalklv.com](http://winewalklv.com).

**Las Vegas Woman Magazine** will hold its summer cover edition premier party May 25, at JW Marriott Las Vegas, from 5:30 – 8:30 p.m. For more information, visit [lvwomanmagazine.com](http://lvwomanmagazine.com).



# You Are Invited!

"Mexican Today" Cookbook Launch  
with Chef Pati Jinich

## Monday, May 16 | 5-7 p.m. China Poblano

located at The Cosmopolitan of Las Vegas

Donate \$129 to attend an exclusive Meet & Greet with the host of **Pati's Mexican Table**, receive a personalized copy of her new cookbook, enjoy delicious food and a signature beverage, and participate in a Q+A session with author Pati Jinich.

Or, donate \$99 to attend the Q+A session beginning at 6 p.m., enjoy refreshments and receive a copy of "Mexican Today."

702.737.7500  
[VegasPBS.org/specials](http://VegasPBS.org/specials)

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by Chef José Andrés



# Ribbon Cuttings

## CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com)



### POTTS & ASSOCIATES

Potts & Associates commemorated its Metro Chamber membership. It is a broad-based employment consulting firm practicing in unemployment cost control, human resources management, manager and supervisor training, and other critical labor relations areas. Potts & Associates is committed to providing superior service to each and every client regardless of size or stature. Call 626.396.1070 or visit [pottsandassociates.com](http://pottsandassociates.com).



### LOS ANGELES TIMES MEDIA GROUP

Los Angeles Times Media Group announced its Las Vegas branch opening, located at 6955 N. Durango Dr., Ste. 1115, with a ribbon cutting. Call 702.823.2823 or visit [latimes.com](http://latimes.com).



### PC ORGILL/SINGER & ASSOCIATES

Celebrating 30 years in Nevada! Since its inception in 1986, Orgill/Singer & Associates has expanded into one of the largest independent, full-line insurance brokerages in Nevada. The firm, licensed in a majority of states, is a multiple first place recipient of the Best Place to Work Award by the Southern Nevada Human Resources Association. The firm employs 46 staff members and is headquartered at 8360 W. Sahara Ave., Ste. 110, with a branch office in Reno. Call 702.796.9100 or visit [orgillsinger.com](http://orgillsinger.com).



### PC 2021 PARADISE TRAVEL RESORT

2021 Paradise Travel Resort announced its Metro Chamber membership with a ribbon cutting. 2021 Paradise Travel Resort provides a unique oasis of simple pleasures within its one-of-a-kind Asian tea lounge, where tea and time are savored and enjoyed. Its facilities are perfect for intimate tea tastings, relaxing with friends, and feature fully-equipped private suites to host business gatherings. Call 702.981.9102 or visit [2021paradiseroad.com](http://2021paradiseroad.com).



### ELITE MEDIA

Surrounded by staff, clients, state and city officials, and the Las Vegas Metro Chamber representatives, Elite Media executive Chad McCullough and Mr. and Mrs. Jay Ewing cut the ribbon to launch a brand new digital billboard on the I-15 and Washington. Call 702.492.0654 or visit [elitemediainc.com](http://elitemediainc.com).



### ELITE FLOORING PLUS

Elite Flooring Plus, located at 2555 E. Tropicana Ave., announced its grand opening. Elite Flooring Plus has 30 years of experience in the retail and commercial flooring industry. It has a wide variety of carpet, vinyl, hardwood, laminate, marble, stone, tile, blinds, cabinets, and more. Call 702.384.8551 or visit [eliteflooringplus.com](http://eliteflooringplus.com).

**PC** - President's Club    **\$** - Chamber Member Discount



#### DAVIDOFF OF GENEVA CIGAR BAR

Davidoff of Geneva Cigar Bar announced its Metro Chamber membership. The 1,500-square-foot store and cigar bar features a unique indoor/outdoor environment. It's comprised of a walk-in humidor filled with premium cigars and a unique full-service premium bar, creating the ultimate destination for the cigar aficionado. It is located in the Fashion Show Mall at 3200 Las Vegas Blvd. S., Ste. 1245. Call 702.473.5001 or visit [us.davidoffgeneva.com](http://us.davidoffgeneva.com).



#### ACCUPOS POINT OF SALE

AccuPOS Point of Sale celebrated its Metro Chamber membership and 20 years in business with a ribbon cutting. AccuPOS Point of Sale merges all transactions with its client's accounting software. It is flexible, keeps up with modern technology, and provides stellar service to each of its customers. AccuPOS Point of Sale is located at 1291 Galleria Drive, Ste. 210, in Henderson. Call 800.906.5010 or visit [accupos.com](http://accupos.com).



#### CONCERNED VETERANS FOR AMERICA

Concerned Veterans for America commemorated its Metro Chamber membership with a ribbon cutting. Its mission is to advocate for policies that will preserve the freedom and prosperity that it so proudly fought and sacrificed to defend. The goal of Concerned Veterans for America is to translate the experience, concerns, and hopes unique to veterans and their families into a common vision of freedom. Call 702.627.4037 or visit [cv4a.org](http://cv4a.org).



#### PC LAS VEGAS HEALS

Las Vegas HEALS board of directors and deans of the area medical schools celebrated an office expansion and launch of its "Eds & Meds" initiative along with Metro Chamber representatives. Call 702.952.2477 or visit [lasvegasheals.org](http://lasvegasheals.org).



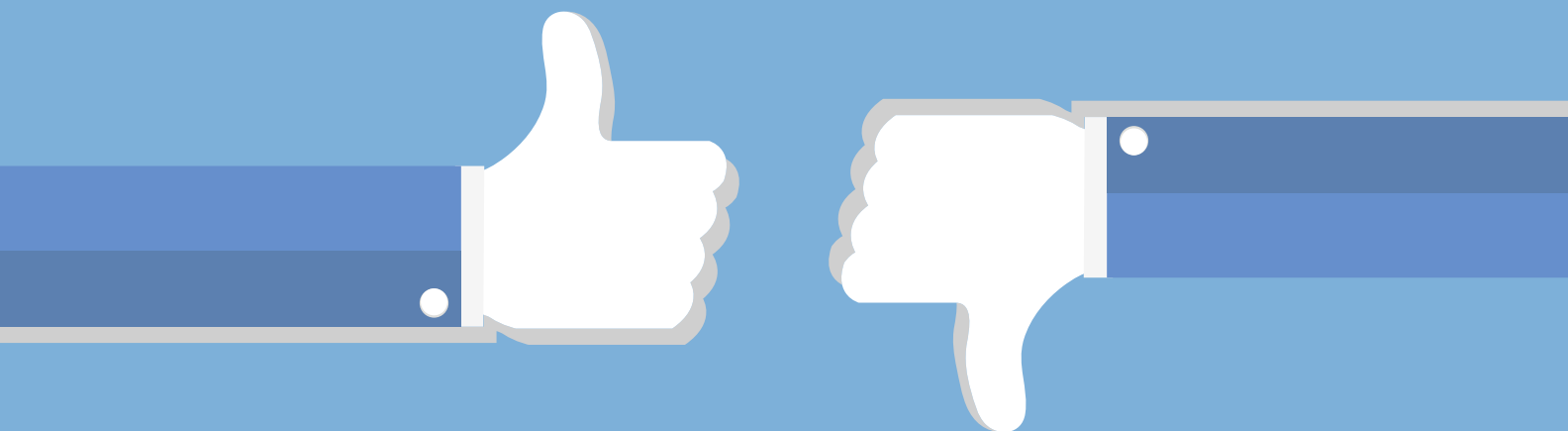
#### KAPLAN COLLEGE

Kaplan College, purchased by Education Corporation of America, reopened under the Brightwood College name. Brightwood College celebrated its new look with an open house for the business community, located at 3535 W. Sahara Ave. Brightwood College provided 170 new jobs. Call 702.579.3517 or visit [brightwoodcollege.com](http://brightwoodcollege.com).



#### NEVADA FLAME

Nevada Flame, located at 6947 Speedway Blvd., Ste. S105, commemorated an open house and ribbon "burning" with local dignitaries, Metro Chamber representatives, community partners, and vendors. Nevada Flame Prevention Specialists was founded in 2012 and is a leading nationwide provider of quality flame retardant products, flame testing and certification, treatment and application, and consulting and training. It also provides onsite or offsite cleaning of drapes and other soft goods. Call 702.778.4321 or visit [nevadaflame.com](http://nevadaflame.com).



## Minding Your Promotional Ps & Qs: Marketing Do's and Don'ts for Small Businesses

M

arketing is a tough business, and one subject to the constant changes of the latest technology, pop culture trend, or app.

To help you with some of the basics, we assembled some tricks, tips, best practices...and some things to avoid.

### **DO: Utilize your strengths to divide and conquer.**

Social media may not be your forte, but your bookkeeper may Snapchat her entire day. Empowering your staff to take on some of the marketing responsibilities will not only take the burden off you, but can breed brand pride among your team members. It's the, "Hey, I did that!" phenomenon. Just make sure you have final approval on marketing materials and make sure the employees handling these responsibilities know your business well enough to speak and write well for it.

### **DON'T: Try and be everything to everyone.**

You know your audience and your customers (right?). Spreading yourself too thin by trying to be on every possible marketing channel, every social media network, and writing blog posts for any website will not only exhaust you, your ROI won't be the better for it. Focus on doing a few things, and doing them very well. Once you get in to a groove with your

tried and true marketing channels, then explore a bit.

### **DO: Position yourself as an expert.**

Authoring original content, holding educational sessions at your business, and creating information-driven, shareable content (like infographics) are easy ways for you to position yourself as an expert in your industry, which helps give your brand credibility in the marketplace. Customers will look to you as the answer to their questions in that particular field – and *that* is a great warm lead.

### **DON'T: Forget the necessary information.**

Whether it's an ad, an event, or a special offer, make sure you include the vitals (date, time, place, cost, terms and conditions, expiration, fine print, and where to go to get it). Not doing so could subject you to additional costs, extra time to fix the omission, and frustration on part of your customer (and yourself).

### **DO: Include a call to action on everything you do.**

On an advertisement or a special offer, it is easy to conjure a call to action. "Act now," "Click here to activate," and "Find out more" are great ways to entice someone to your website. Activating your users through questions, open forums, and invitations to comment can be a

great way to engage your users, get feedback, and encourage dialogue. Your call to action should be clear, easy to find, and most importantly, easy to act upon.

### **DON'T rely on one platform for everything.**

While you don't want to spread yourself too thin with your marketing efforts, trying out a few channels is necessary to establish how your customers and prospects listen, as well as what engagement channels keep your customers coming back. Multiple channels don't necessarily need to be expensive, either. Marketing is about staying top-of-mind, and you simply cannot do that if you put all of your eggs in one basket. Good marketers are constantly testing the efficacy of their efforts, so try a few, see what resonates, and make adjustments accordingly.

### **DO: Measure, measure, measure.**

Be sure to use metrics to evaluate your efforts. What is your goal? What numbers indicate those successes or missteps? And how long are you willing to test out a campaign to measure its return on investment – and your time? These are important considerations to put into place *before* you begin a campaign, and essential to determining your marketing successes.



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# Legislative Priorities

## SOUTHERN NEVADA FORUM CONVENES TO SET 2017 LEGISLATIVE PRIORITIES



F

or months, the subcommittees of the Southern Nevada Forum have met to review proposals, discuss ideas, and

hear input from business leaders, individuals, local government officials, and other community stakeholders to establish regional priorities for the 2017 legislative session. On May 5, the entire Southern Nevada Forum will meet at the UNLV campus to identify and discuss these regional priorities.

The six priority committees are K-12 education, higher education, transportation infrastructure, economic development, health care, and good governance. During the May 5 meeting, each committee will make a brief presentation of its proposed priorities and background, and attendees will vote on the top issues for each committee to give the committees and legislators a firm place to begin building potential legislation for Carson City, come 2017.

The Metro Chamber is proud to help facilitate the Southern Nevada

Forum committee meetings along with the City of Las Vegas on behalf of Southern Nevada lawmakers to help bring our community together for these important discussions. Community members are encouraged to attend to let their voice be heard and weigh in on the issues important to them.

The Southern Nevada Forum first convened prior to the 2013 legislative session, and again before the 2015 session. Priorities that emerged included the funding of the UNLV School of Medicine, the restructuring of the Clark County Health District, and K-12 education reform measures such as expanded English Language Learner programs and Read by 3 strategies. Many of these priorities were adopted by the legislature as a result of a collaborative, driven, and focused Southern Nevada body of legislators.

The meeting will take place Thursday, May 5, at UNLV's Stan Fulton Building on E. Flamingo and Swenson Rds., from 8:30 - 10:30 a.m. There is no cost to attend, but advanced registration is encouraged. Visit [LVChamber.com](http://LVChamber.com) to RSVP.

**56%** of consumers find print marketing to be the most trustworthy form of marketing. **40%** of consumers try new businesses after receiving direct mail.

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**MAY 19**  
**FUSION MIXER**  
Chayo inside The LINQ

**MAY 26**  
**BIGWIG LUNCH TIME**  
with Beverly Jackson,  
VP of Social Media and  
Content Strategy, MGM  
Resorts International

**Register at VegasYP.com**



## Will Social Media Etiquette Save the Internet?

By Matthew Lindsey, Marketing Chair, Vegas Young Professionals

Social media: the phrase was virtually unknown a few short years ago, but has quickly become ingrained in our everyday vernacular. It has served as an ambassador to the world, uniting all four corners, and as an explosive sales platform for businesses both large and small. Although the phrase and platform have become familiar, we are still in a learning curve when it comes to understanding the right way to communicate our message to a broad audience without offending someone or hurting your personal or professional brand.

The vast majority of the population has had the fortune of being raised with some level of social etiquette. At home we were taught to say "please," "thank you," and "yes ma'am." In school, we had to learn how to use your inside voice, walk in a single file line, and raise our hand before speaking. To our dismay, I feel like social media etiquette was one of those missed teaching opportunities in preparatory and high school.

Our newsfeed is constantly reminding us of this social failure. I think it's safe to say we all have that one friend that uses social media as their 'dear diary' platform, or posts incessantly about how rich you will be if you join their super-star team – at least until they get blocked or deleted.

It amazes me how impersonal and disconnected we've become behind the computer screen. It should go without saying that posts about major life announcements like an engagement, death in the family, or new job should be postponed until close friends and family have been notified personally. Don't rob the importance of your circumstance from those closest to you by forcing them to watch (and learn) from the sidelines. My engagement announcement would quickly turn into a funeral announcement if my mother found out via Facebook.

We have a social responsibility to provide content of value to those who wish to follow us. As I've matured



# FUSION MIXER with UNLV

It's VYP loves UNLV Night! Please wear red to show your support!  
Join your fellow VYPs on the patio of Chayo Mexican Kitchen & Tequila Bar. Take in amazing Strip views from The Linq as you build your business and your brand.

**Thursday, May 19, 6 - 8 p.m.**

Chayo Mexican Kitchen & Tequila Bar inside The LINQ



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Online: \$10 for members, \$15 for non-members

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my posts over the years, I've come to realize that scarcity is best policy. I subject all content through a courtesy filter to determine if it's worthy to go into cyberspace. My primary objective is to ensure my posts serve a purpose: to entertain, educate, inform, inspire, or to preserve a memory. If it doesn't fit this criterion, it doesn't make the cut. Period. This rule holds especially true for those that are managing a business profile.

Marketing on social platforms can launch profits through the stratosphere when done thoughtfully and delicately. Too often many are tempted to post chronically, or without a clear purpose and goal in mind. It is important to know your audience and cater your posts to their preferences. Live and die by metrics and stats, learn what posts have the best user engagements, and play to that strength.

Almost daily I see corporate businesses using schoolyard

tactics to try to gain a competitive advantage. One of the fastest ways to diminish your brands is to speak unfavorably against your competition. Regardless of the validity - take the moral high ground. Let their reputation be the nature of their demise, not your tongue.

Those who are chronic complainers are almost always the type to only write negative Yelp reviews and slander previous employers. I can't count how many times I've interviewed a candidate only to find that they slammed their last company on Facebook or Twitter. Social media is my fourth reference I use to judge moral character, so be careful what you post. As momma used to say, "If you don't have anything nice to say..."

Lastly.... #hashtags. I must admit, I'm guilty of abusing this innocent character. It doesn't get the attention it deserves, mostly because it is overused and worse, used out of context. The intended purpose of a hashtag is to categorize that

particular keyword with similar content for you to explore. A string of hashtags connecting 72 conjunctions and adjectives defeats the purpose and makes me write about you in a negative tone. Hashtags can be a powerful tool to enrich your content; pick them wisely, and limit them to no more than three or four per post.

As you engage with your friends, family, fans and customers online, remember to post with purpose. Doing so will both improve your connection to the world, and leave the internet better than we found it. #HappyPosting #VegasYoungProfessionals

***Interested in learning more about social media strategies? Join VYP on May 26, for the next Bigwig Lunch Time featuring vice president of social media and content strategy for MGM Resorts International, Beverly Jackson. For registration and additional information, visit vegasyp.com.***

# The Final Word

## APRIL ACCOMPLISHMENTS

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pring has sprung at the Metro Chamber and this April, we provided members with even more ways to bloom. Whether we connected members with elected officials at Eggs & Issues or engaged employees with the new Cox benefits, April was all about finding new ways to grow your business. Check out what the Metro Chamber did for you last month.

- Helped members build a strategic social media plan, green up their business, and learn the importance of having strong business management tools during Chamber University.
- Issued candidate endorsements for the upcoming primary elections to ensure that Nevada is represented by pro-economy policymakers.
- Engaged with community leaders and received policy highlights and updates from U.S. Congressman Joe Heck during Eggs & Issues.
- Connected Metro Chamber members and Vegas Young Professionals members for an evening of business building at Texas Station during Business Blend.
- Launched the Neighborhood Mingle breakfast series, connecting members to one another in their respective neighborhoods.
- Submitted a letter of concern regarding proposed changes by the U.S. Equal Employment Opportunity Commission on unintended challenges of new reporting requirements on private employers.
- Held nine ribbon cuttings to celebrate new branch openings, new services, and community partnerships and programs.
- Mixed and mingled with fellow Metro Chamber members and welcomed new members at the New Member Lunch.
- Helped facilitate several Southern Nevada Forum committee meetings, including the Economic Development, Higher Education, K-12 Education, and Transportation and Infrastructure Committees, to help set regional priorities for the 2017 Legislature.

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Clarinet 5mg	30qty	\$267.01	\$201.87	24%
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\*Discounted prices were obtained from participating pharmacies. Prices vary by pharmacy and region and are subject to change.

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MAY 2016

## EGGS & ISSUES



U.S. Congresswoman  
**Dina Titus**

**MAY 4, 2016**

8:00 - 9:30 A.M.  
\$40: MEMBERS  
\$55: NON-MEMBERS  
\$400: TABLE OF TEN

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702.641.5822 or [LVChamber.com](http://LVChamber.com)